R J Reynolds
Tobacco Company

J. T. JONES #1242
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908-225-4774 Fax 908-417-9076

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To: F. E. Cook -
F. J. DeJong - Assg. #19

Re: **Andy K's Dairy & Deli (4084-00-00)**
MONARCH *Buydown*

Dear Managers:

Andy K's Dairy & Deli stores will participate in a MONARCH *buydown*, effective week beginning 4/3/95. **The retail price of MONARCH (all brand styles) will be reduced $2.00 per carton, 20¢ per pack.** The reduced price will be entered into the stores scanning registers. The retail price reduction on MONARCH is a defensive measure due to the resulting sales loss and S.O.M. of MONARCH in Andy K's when the previous *buydown* on MONARCH was discontinued.

Important: DORAL will be maintained in the primary position, MONARCH will be in the secondary position on all Savings displays. Place the reduced Price Signage for MONARCH on the existing Savings displays.

Sincerely,

Jim
J. T. Jones

AUTHORIZED BY: _____ TITLE: President DATE: 3/14/95

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Source: https://www.industrydocuments.ucsf.edu/docs/fqln0000